Permit #F00026777

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00026777 **Type of Permit:** FILMING **Release Date:** 04/12/2010

Production Company E! ENTERTAINMENT TELEVISION

Insured Company Name E! ENTERTAINMENT TELEVISION

Contact Phone No. 1 323-954-2400
Contact Phone No. 2 323-692-4597
Fax 323-954-2880
Address 5750 WILSHIRE BLVD
LOS ANGELES, California 90036

Production Title HOW DO I LOOK

Type of Production TV Reality

Producer Sal Ruggierd

Director Sal Ruggierd

1st AD Sal Ruggierd

Production Manager Sal Ruggierd

FilmL.A. Coordinator Adrian Fayad

Location Manager Sal Ruggierd
Primary Phone Office - 323-549-6264
Secondary Phone Mobile - 818-481-7581

Location Assistant Sal Ruggierd
Primary Phone Office - 323-549-6264
Secondary Phone Mobile - 818-481-7581

Fees

Posting 300	$26.00
Notification Charge	$310.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,046.00

Number of Locations 7

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Summary Information — Location

Permit Number	F00026777	**Location Manager**	Sal Ruggierd
Production Company	E! ENTERTAINMENT TELEVISION	Primary Phone	Office - 323-549-6264
Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Mobile - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address All areas under the Jurisdiction of the City of Los Angeles, Los Angeles, CA, 90012

Location Names ALL JURISDICTIONS GRID

Location Type Walking Grid

Location Description

Film Dates 4/13/2010 - 5/27/2010 06:00 - 00:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping and setting up in residential areas before 7am or after 10pm without prior approval
No stopping or setting up in front of merchants or residents without prior approval

Please see attached document E Entertainment Agent Letter.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Cube Trucks	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12

Filming Activities Interior/exterior dialogue; walk & talks; ;

Jurisdiction **Political:** **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes
PRODUCTION MUST BE 15 PEOPLE OR LESS. ALL HAND HELD EQUIPMENT.
EXTERIOR FILMING ONLY. ALL INTERIOR FILMING MUST BE CLEARED WITH FILML.A. PRIOR TO SHOOTING AND IT MAY REQUIRE ADDING IT AS A LOCATION.
ALL FILMING ON CITY/COUNTY OWNED PROPERTY MUST BE ADDED AS A LOCATION TO PERMIT.
PRODUCTION COMPANY MUST CONTACT FILML.A. PRIOR TO FILMING IN A RESIDENTIAL AREA.
INTERIOR ACTIVITY AT A LOCATION MAY NOT EXCEED A TWO-HOUR TIME FRAME. PRE-DETERMINED LOCATIONS WITH INTERIOR ACTIVITY EXCEEDING TWO HOURS MUST BE PROCESSED AS A SEPARATE LOCATION.

Coordinator Note
ALL JURISDICTION GRID EXCLUDES SPECIAL CONDITIONED AREAS - INCLUDING HANCOCK PARK, PACIFIC PALISADES, ARTS DISTRICT, AND CHINATOWN.

NO FILMING ACTIVITY ON LOS ANGELES CITY OR COUNTY PROPERTY WITHOUT PRIOR APPROVAL FROM FILM LA.

NO FILMING ACTIVITY WITHIN 300' FROM RESIDENTS 22:00 HOURS - 07:00 HOURS ON WEEKDAYS AND 22:00 HOURS - 09:00 HOURS ON WEEKENDS.

Parking **Base Camp** **Crew Parking**

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Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Mobile - 818-481-7581
Production Title	HOW DO I LOOK		

Location Type : Location
Street : On private property, at/on location

Location Type : Location
Street : On private property, at/on location

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Summary Information — Location

Location 2 of 7

Permit Number	F00026777	**Location Manager**	Sal Ruggierd
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Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Mobile - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address 1010 Wilshire Blvd, Los Angeles, CA, 90017

Location Names

Location Type Loft

Location Description

Film Dates 4/13/2010 - 4/27/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Cube Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12
Spot Check	1

Filming Activities Interior dialogue; walk & talk interviews w/all handheld equipment.;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note NO GENERATOR ON LOCATION.

NO CABLING INTERIOR OF LOCATION.

MUST KEEP ALL ENTRANCES, EXITS, AND FIRE DOORS CLEAR OF EQUIPMENT AND PERSONAL AT ALL TIMES.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Summary Information — Location

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Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Mobile - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address 1755 N Highland Ave, Los Angeles, CA, 90028

Location Names

Location Type Hotel

Location Description RENAISSANCE HOTEL

Film Dates 4/13/2010 - 4/27/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Cube Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12
Spot Check	1

Filming Activities Handheld equipment; Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note NO GENERATOR ON LOCATION,

NO CABLING INTERIOR OF LOCATION.

MUST KEEP ALL ENTRANCES, EXITS, AND FIRE DOORS CLEAR OF EQUIPMENT AND PERSONAL AT ALL TIMES.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Production Title	HOW DO I LOOK		

Location Address 6801 Hollywood Blvd, Los Angeles, CA, 90028

Location Names

Location Type Mall

Location Description KODAK THEATER/ HOLLYWOOD & HIGHLAND CENTER

Film Dates 4/13/2010 - 4/27/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Cube Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12
Spot Check	1

Filming Activities Handheld equipment; Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note NO GENERATOR ON LOCATION,

NO CABLING INTERIOR OF LOCATION.

MUST KEEP ALL ENTRANCES, EXITS, AND FIRE DOORS CLEAR OF EQUIPMENT AND PERSONAL AT ALL TIMES.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Summary Information — Location

Permit Number F00026777
Production Company E! ENTERTAINMENT TELEVISION
Insured Company E! ENTERTAINMENT TELEVISION
Production Title HOW DO I LOOK

Location Manager Sal Ruggierd
Primary Phone Office - 323-549-6264
Secondary Phone Mobile - 818-481-7581

Location Address 5660 Elmer Ave, San Fernando Valley, CA, 90028

Location Names

Location Type Private Residence

Location Description

Film Dates 4/13/2010 - 4/13/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Cube Trucks	1
Honey Wagons	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12

Filming Activities Interior/exterior dialogue; walk & talk / interviews w/handheld equipmet; All filming contained on private property,;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Location
Street : On private property &/or legally in the street, directly in front of location, only.

Crew Parking
Location Type : Location
Street : On private property, at/on location.

Posting "No Parking" signs 100' ft. directly in front of 5655 Elmer Ave.

Approximate Footage 0 - 300 **Log Number** 1013390

Date(s) 4/13/2010 to 4/13/2010 **Time(s)** 11:00 to 22:00

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Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Mobile - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address 138 S Robertson Blvd, Los Angeles, CA, 90048

Location Names

Location Type Store front

Location Description

Film Dates 4/15/2010 - 4/15/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Cube Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12
Spot Check	1

Filming Activities Exterior establishing shots; Handheld equipment; Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note NO PARKING PRODUCTION VEHICLES IN FRONT OF MERCHANTS ON ROBERTSON BLVD.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Mobile - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address 115 S Robertson Blvd, Los Angeles, CA, 90048

Location Names

Location Type Retail Business

Location Description

Film Dates 4/15/2010 - 4/15/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Cube Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12
Spot Check	1

Filming Activities Exterior establishing shots; Handheld equipment; Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note NO PARKING PRODUCTION VEHICLES IN FRONT OF MERCHANTS ON ROBERTSON BLVD

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

NOT A PERMIT

Permit #F00026777

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of Style Network / E! Entertainment ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 4-30-09

Style Network / E! Entertainment
Name of Principal

By: [signature]
Representative's Signature

Bobb Shelton
Print Representative's Name

Coordinating Producer
Representative's title

121. W. Lexington Drive
Suite 401 Glendale CA 91203
Principal's Address

818. 490 - 535 3170 ext 1535
Principal's Telephone

Jessica@FilmPermits, Inc.

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT